



consumer news

Office of Consumer Affairs
Executive Office of the President · Virginia H. Knauer, Director

Vol. 1 No. 9, Nov. 1, 1971

Dear Consumer

As you know, President Nixon's post-freeze economic stabilization policy goes into effect Nov. 14. Elements of this policy were shaped by conversations the President had with consumer leaders in September. My position on the Cost of Living Council will give consumers continuing representation in the battle against inflation.

I would like to know your thoughts and suggestions about our fight against inflation. However, if you have questions about the post-freeze program or complaints about possible violations of guidelines on price, wage, salary and rent increases, please get in touch with your local office of Internal Revenue Service.

Sincerely,

Virginia H. Knauer

FTC plans report on advertising claims

Federal Trade Commission has issued special report orders to 12 marketers of TV sets and 7 manufacturers of air conditioners to require them to document advertising claims for their products. In the past FTC demanded that it be given facts behind ad claims by 7 car makers, 4 electric razor makers and 11 other air conditioner manufacturers.

Robert Pitofsky, Director of FTC's Bureau of Consumer Protection, said FTC plans to use the documentation from the four industries in preparing a public report about truth in advertising. Report will be ready about Feb. 1, 1972. In addition, all company data (except trade secrets) is scheduled to be released to the public so that consumers can judge for themselves whether firms are advertising their products honestly and fairly.

Following is the list of air conditioner companies asked to document their ad claims: Crutcher Resources Corp. (Friedrich air conditioners); Fedders Corp.; Ford Motor Co. (Philco air conditioners); National Union Electric Corp. (Emerson); Sears, Roebuck & Co. (Coldspot); General Electric Co.; White Consolidated Industries (Gibson). GE and White were among the air conditioner makers originally asked to document claims. They were contacted the second time to provide supplemental reports covering claims made since the first orders were issued.

Companies asked to document claims for TV sets are Admiral Corp., Ford (Philco brand), GE, General Telephone & Electronics Corp. (Sylvania), Magnavox Co., Matsushita Electric Co. of America (Panasonic), Montgomery Ward Co. Inc. (Airline), Motorola Inc., RCA Corp., Sears, Sony Corp., Zenith Radio Corp.

Examples of advertising claims that FTC wants documented are the following:

GE—"Watt Saver" Room Air Conditioners "draw Less Wattage than any other units with the same BTU capacity."

FEDDERS—ACL18E7EX Multi-room Air Conditioner "is big enough to cool three rooms."

SEARS—"Coldspot" 5,000 BTU air conditioners "use only 7.5 amps" and are "ideal for older homes and apartments with inadequate wiring systems."

SONY—"Trinitron" Color TV's lens is "twice the size of everyone else's" giving you a "sharper, brighter picture."

RCA—XL-100 Color TV is "designed to perform longer with fewer repairs."

Dolls, rattles, lawn darts among 141 toys banned for being hazardous

Food & Drug Administration has banned the sale of 141 toys during the past 10 months because it considered them hazardous for children. FDA reports that in almost all cases the dangerous toys have been redesigned to make them safe or production of them has stopped. Some of the toys still may be available, however, because of time needed to track down and recall those most recently banned.

Although some toys have been banned, shoppers still should take care in selecting toys. A parent might try to determine if a toy is made of a brittle plastic that breaks easily, if a doll or stuffed toy might have sharp wires inside to hold its shape or

if a squeaker is easy to remove from a squeeze toy.

If you believe a toy is hazardous and should not be on the market, you may want to write to FDA's Toy Review Committee, describing the toy and why you think it is dangerous. Include the name of the toy (if any), model number (if any) and name and address of manufacturer (or distributor) and store stocking the toy. Send your comments to Toy Review Committee, Bureau of Product Safety, Food & Drug Administration, 5401 Westbard Ave., Bethesda, Md. 20016.

The list comprises the generic or brand name of each toy, date of ban in parenthesis, reason for ban and manufacturer:

Balls

Klatter balls #2915052 (6-22-71) small objects.
Sears, Roebuck & Co.
Chicago, Ill.
Binky Baby Products
(importer)
New York, N.Y.
Klatter balls #793 (7-12-71) small objects; rolling fun ball #377 (7-13-71) small objects.
Binky Baby Products Co.
New York, N.Y.
Klatter balls #238 (7-23-71) small objects.
Baby World Co.
Grafton, W.Va., or
Great Neck, N.Y.
Klatter Balls #4530 (8-18-71) small objects; Jumbo Fun Ball #440 (8-18-71) small objects.
Formulette Co. Inc.
Long Island City, N.Y.
Tumbler ball toy (12-21-70) small pieces.
Stahlwood Manufacturing
New York, N.Y.
Musical ball (9-8-71) sharp prongs.
The Playhouse Co.
Minneapolis, Minn.

Dolls

"New-Born Baby" T.80 (12-21-70) sharp wires in arms & legs; "I Cry Mama" (12-21-70) sharp wires.
Godberger Doll Co. Inc.
Brooklyn, N.Y.

Squeeze toys—squeakers remove

Kooky Eyes squeaker toy (12-21-70).
Azrak Hemway Corp.
New York, N.Y.
Whiskers toy squeeze lion (8-23-71).
Ashland Rubber Products
Ashland, Ohio
Assorted squeeze toys #6500 (7-22-71).
Baby World Co. Inc.
Grafton, W.Va., or
Great Neck, N.Y.
Squeeze toys #131 (7-12-71), plastic-doll squeeze toy #297 (7-22-71).
Binky Baby Products Co.
New York, N.Y.
Squeeze toys—boy & girl likenesses (7-12-71).
Dreamland Creations
Bronx, N.Y.
Green cat squeeze toy, #679, Happy toy #661 (6-7-71).
Electro Plastics Inc.
(distributor)
Newark, N.J.
Dizzy Doodle doll (12-21-70).
Park Smith Corp.
New York, N.Y.
Toy rolling pin (12-21-70).
Plaki Co.
Youngstown, Ohio
Hedgehog squeaker teethers (6-18-71).
F. A. O. Schwartz
New York, N.Y.
Squeaking donkey (12-21-70).
A. Ponnock Inc.
Camden, N.J.

Squeeze Me toy #835 (5-6-71), Protecto Squeeze Me toy #838 (before 5-20-71).
Reliance Products Corp.
Woonsocket, R.I.
Talkie Tiger (4-1-71), squeeze toy giraffe #125 (5-4-71).
Sanitoy Inc.
New York, N.Y.
Pig, poodle, "Toys for Fun" squeeze doll (12-21-70); squeeze toys #690 (7-13-71).
J. L. Prescott Co.
Paterson, N.J.
Monkey #3-680, lion #3/187, duck #3-680 (7-23-71).
Star Manufacturing Co.
Leominster, Mass.
Squeeze "Zoo-Zee" (12-21-70), squeeze toys #314 (6-8-71), Tutti-Fruitee #140 (7-21-71), animal squeeze toys #275 (8-18-71).
Stahlwood Mfg. Co.
New York, N.Y.
Little Angel play ball (12-21-70).
Childhood Interests
Roselle Park, N.J.
Bear with dark glasses BV-5, cat & duck BV-8, dog #780/1 (7-28-71).
Louis A. Boettinger Co.
Hewlett, N.Y.

Stuffed toys

Donkey #1422 (3-29-71) sharp wire in ears.
Herman Pecker & Co.

Archery—inadequate recommended age label

Blue Fox model youngster archery set (12-21-70).
Bear Archery Co.
Grayling, Mich.

Fleetwood Archery Cub archery set (12-21-70).
Fleetwood Archery
Superior, Mich.

Bells

Musical bells #105 (6-22-71) small objects.
Binky Baby Products Co.
New York, N.Y.
Jingle bells #764 (7-13-71) small objects.
Sanitoy Inc.
Palisades Park, N.J.
Musical nursery bells #640 (7-13-71) small objects.
Stahlwood Mfg. Co. Inc.
New York, N.Y.

Other toys

Toddler set containing suction cup, Flip n' Roll #822 (6-9-71) small objects; Whirlie suction toy #660 (6-8-71) sharp edges & small objects.
Stahlwood Mfg. Co.
New York, N.Y.
Whistle #662 (9-15-71) small object.
Ralph Pressner
Metairie, La.
Whistle packaged in "Cracker Jacks" (8-23-71) small item.
Cracker Jack Co.
Chicago, Ill.
Musical Merry-G-Round canelion (12-21-70) sharp spike.
F. W. Woolworth & Co.
New York, N.Y.
Musical carousel #320 (5-4-71) sharp prongs.
Plastic Toy & Novelty
Brooklyn, N.Y.
Xylophone player #9151 (8-25-71) sharp edges.
Larami Corp.
Philadelphia, Pa.
Leatherette Grandpa Dog #386 (3-29-71) sharp wires

Rattles

Assorted rattles #5619P (7-23-71) small objects; telephone-shape rattle #6623 (7-23-71) small objects & sharp edges.
Baby World Co. Inc.
Grafton, W.Va., or
Great Neck, N.Y.
Rattle #521 (5-19-71), Happy Mates rattle balls #530 & Happy Mates Action Rattle #540 (5-19-71) small pieces & sharp edges; Happy Mates Happy Toys rattle #522 (5-20-71) sharp pieces; Happy Mate Happy Toys rattle #522 improved design

"New-Born Baby" 1.80 (12-21-70) sharp wires in arms & legs; "I Cry Mama" (12-21-70) sharp wires.
Godberger Doll Co. Inc.
Brooklyn, N.Y.

"Candy at Play" doll (12-21-70) pin; Jackie Twisting-Waist doll (12-21-70) sharp pin in hat & dress.
Fun World Inc.
New York, N.Y.

Bend-A-Family (before 4-19-71) cut & puncture hazard.
Miner Industries
New York, N.Y.

"Mini-Bend-A-Family" (12-21-70) sharp wires.
Pensick & Gordon Co.
Los Angeles, Calif.

"Moody" doll (12-21-70) pins & long wire spike in neck.
Holiday Fair Inc.
New York, N.Y.

"Baby Beth" (12-21-70) straight pin in hair ribbon.
Allied Doll & Toy Corp.
Brooklyn, N.Y.

"Your Dream Bride" #2080 (12-21-70) pin in head band.
Eugene Doll Co. Inc.
Brooklyn, N.Y.

Miss Fashion Doll (7-14-71) sharp wire.
Blatt Distributing Co.
La Mirada, Calif.

"Honey Baby" (12-21-70) pins holding hair ribbons.
P & M Doll Co. Inc.
New York, N.Y.

Little Sophisticate doll model 79000 (12-21-70) sharp pins & straight pin holding ribbon. (Exemption granted: collector's item.)
Uneeda Doll Corp.
Brooklyn, N.Y.

Debbie Teen #1360 1/10 (5-27-71) sharp wires.
Thor Import Inc.
Dallas, Tex.

Patty Happy Landings doll (9-15-71) straight pin in tam.
Lovee Doll & Toy Co. Inc.
New York, N.Y.

Lawn darts—inadequate labeling that product not for use by children

King Model 1700 (12-21-70).
Change Athletic
Philadelphia, Pa.
Rocket Lawn Darts
(12-21-70).
Towne & Country Games
Yonkers, N.Y.

Jarts (12-21-71).
R. B. Jarts Inc.
Glen Falls, N.Y.
Champion Ring Darts
(12-21-70).
Haecker Industries
Philadelphia, Pa.

(6-18-71).
F. A. O. Schwartz
New York, N.Y.
Squeaking donkey (12-21-70).
A. Ponnock Inc.
Camden, N.J.

Squeaker toy #63542 with special squeaker (5-12-71); imported plastic squeeze toys #20892 & 1030/70 (about 4-22-71); dolls #64034, 64039, 63542 (4-28-71); toys #6565, 6576, 6590 (5-5-71).
Tidy Ties Corp.
Monroe, La.

Musical hour glass (before 4-6-71).
Tico Toys
Pawtucket, R.I.

Squeeze toys #2521 & 2548 (9-15-71).
West Bros. of DeRidder
DeRidder, La.

Pretzel, rocking horse & wishbone toy #924 (6-8-71).
Stahlwood Mfg. Co.
New York, N.Y.

Happy Hassock (7-13-71).
Kasta Corp.
Bellevue, Iowa

Rubber squeeze toy football player (12-21-70), Mascon squeeze toy cheerleader (before 1-22-71).
Leisure Group Inc.
West Point, Miss.

Squeeze toys—other hazards

"Kooky-Eyes" doll (12-21-70) removable eyes—possible ingestion.
Uneeda Doll Co. Inc.
Brooklyn, N.Y.

Baby gift set #Y7452 (4-22-71) squeaker removes, small objects, small parts.
Childhood Interests
Roselle Park, N.J.

"I Squeak for a Squeeze" stuffed mouse (9-8-71) sharp wires in ears & eyes.
Rushton Co.
Atlanta, Ga.

Stuffed toys

Donkey #1422 (3-29-71) sharp wire in ears.
Herman Pecker & Co.
(dealer)
New York, N.Y.

Myrtle Turtle (6-14-71) sharp wire, "I Love You" sharp pin.
Len Art Mfg. Co.
Petaluma, Calif.

Cuddle rabbit #9406 (8-18-71) sharp wire in ears.
Knickerbocker Toy Co.
Middlesex, N.J.

Dog or doll (12-21-70) sharp eyes.
LaMar Toy Co.
Brooklyn, N.Y.

Yellow teddy bear (7-13-71) sharp wires in ears.
Fun World Inc.
New York, N.Y.

Porpoise (7-28-71) sharp wires in flippers.
S. Dakin & Co.
San Francisco, Calif.

Bunny (7-14-71) cut or puncture hazard.
Dollcraft Novelty Co. Inc.
New York, N.Y.

Jerry Pets stuffed poodle (12-21-70) sharp eyes.
Jerry Elsner Co.
New York, N.Y.

"Poly-Fluff Animals" (6-21-71) sharp nose.
Consolidated Productions
Fort Lauderdale, Fla.

Easter Bunny #3502 (4-21-71) sharp wires; Mr. or Mrs. Cuddly Bunny #3450 (6-7-71) sharp wires in ears.
Eastern Unlimited
New York, N.Y.

Cat & stuffed head (12-21-70) sharp eyes.
Georg Jensen Inc.
New York, N.Y.

Dolls #127B (5-11-71), dolls #131 c/1 (5-26-71), Soft Baby (5-26-71) sharp wires.
Collette Toy Novelty Co.
Long Island City, N.Y.

Javelin Darts (12-21-70).
Hasbro Industries
Pawtucket, R.I.

Lawn Darts (12-21-70).
Regent Sports Co.
Hauppauge, N.Y.

& sharp edges; Happy Mates Happy Toys rattle #522 (5-20-71) sharp pieces; Happy Mate Happy Toys rattle #522 improved design (7-12-71) small pieces; toy plastic hammer rattle #538 (5-19-71) small pieces; Squeeze N' Hammer rattle #538 improved design (7-12-71) small pieces; suction toy rattle #674 (8-31-71) small objects.
Electro Plastics Inc.
Newark, N.J.

Shake-Me rattle #818 (6-14-71) sharp edges & small objects.
Reliance Products Corp.
Woonsocket, R.I.

Musical rattle #37-T4037 (4-22-71) sharp prongs.
New York Merchandise Co.
Dallas, Tex.

"Jiggly" rattle (12-21-70) sharp metal & protrusions when handle breaks.
Bomar Co., Division of
Kitty Products Inc.
Squantum, Mass.

Baby rattle #831, 832, 833, 834 (6-22-71) small objects; toy telephone rattle (12-21-70) small pieces.
Childhood Interests
Roselle Park, N.J.

Star musical rattle (12-21-70) sharp prongs.
Star Manufacturing Co.
Leominster, Mass.

Pata Cake baby rattler (4-23-71) sharp prongs; Pata Cake baby rattler—new design (8-18-71) sharp wire & small object.
F. W. Woolworth & Co.
New York, N.Y.

Colorscope rattle #561 (7-27-71) small objects.
Louis A. Boettinger Co.
Hewlett, N.Y.

Musical Chime rattle #587, toy rattle #289, teething rattle #39/70 (7-13-71) small objects.
Binky Baby Products
New York, N.Y.

Horseshoe rattle #200 (6-8-71) sharp edges & small objects; Dolly rattle #632 (6-9-71), Rattle balls #907 (7-26-71), Shake N' Rattle #921 (8-23-71) small objects.
Stahlwood Mfg. Co. Inc.
New York, N.Y.

25-71) sharp edges.
Larami Corp.
Philadelphia, Pa.

Leatherette Grandpa Dog #386 (3-29-71) sharp wires of glasses.
Herman Pecker & Co. Inc.
New York, N.Y.

Vinyl Bendy Dogs (8-18-71) sharp wires. (Exemption granted: Used only as a part of an adult novelty ashtray.)
Paul E. Sernau Inc.
New York, N.Y.

Reggie Rabbit packaged with Whitman's Sampler (5-14-71) sharp wires.
R. Dakin & Co. Inc.
(importer)
Brisbane, Calif.

Toddly Toy cat #3/186 (6-12-71) small objects.
Star Mfg. Co.
Leominster, Mass.

"Magic Action Hammer" (12-21-70) sharp edges when broken.
Childhood Interests
Roselle Park, N.J.

Toy basket (12-21-70) plastic spike.
Fun World Inc.
New York, N.Y.

Indian drums #3715 (7-26-71) sharp nail & small objects.
Sally Distributors
Minneapolis, Minn.

Party favors (8-19-71) noise-maker removes.
Carousel Party Favors Inc.
Los Angeles, Calif.

Hour glass (7-7-71) small objects & sharp edges.
Rooster pull toy with rattle eggs (7-12-71) small objects.
Mego Corp.
New York, N.Y.

Baby toy kit #5088 (9-2-71) small objects.
Toy truck kit #5044 (9-2-71) small objects.
Nadel & Sons Toy Corp.
New York, N.Y.

Toy clown #265345 (7-13-71) small objects.
W. T. Grant Co.
New York, N.Y.

Baby toys #6257 & 6258 (6-14-71) sharp wire.
Klatner ring #5868 (7-23-71) small objects.
Baby World Co. Inc.
Grafton, W.Va., or
Great Neck, N.Y.

• Rule would regulate pre-paid mail-order purchases

Jan. 17 is deadline for filing written comments or requesting opportunity to testify on **Federal Trade Commission's** proposed trade regulation rule to protect consumers by requiring full refunds to persons placing mail orders if their pre-paid merchandise is not shipped within 21 days. Following are some provisions of the proposed rule:

1. If mail-order seller is unable to ship merchandise within 21 days from receipt of payment for the order, he must promptly refund all money to buyer;
2. Seller does not have to ship within 21 days if he has clearly disclosed the estimated shipping time in all advertisements or obtained the buyer's written consent to a specified delay;
3. All mail-order advertisements and catalogs must contain the following statement if they do not clearly disclose the estimated time for shipment: "Notice: Federal regulation requires that merchandise must be shipped within 21 days or all money must be refunded";
4. In credit transactions, accounts must be credited so the buyer will not be billed for merchandise not shipped within the allotted time;
5. Magazine and other serial deliveries are not covered by the rule except for the initial shipment—subscription offers are subject to the same advertising disclosure requirements as other mail-order solicitations;
6. Trading stamps are treated as money and must be refunded if ordered merchandise is not shipped—required disclosure for estimated shipping time applies to catalogs and ads.

Public hearings will be 10 a.m., Jan. 24 & 25, 1972, Room 532, FTC Building, Washington, D.C. (For details, see **FEDERAL REGISTER**, Sept. 28, 1971, page 19092.)

Write to Assistant Director for Rules & Guides, Bureau of Consumer Protection, Federal Trade Commission Washington, D.C. 20580; to extent practicable, file 20 copies of written statements longer than 2 pages.

• Modern advertising practices

No deadline has been set for filing comments with **Federal Trade Commission** for use in its study of modern advertising practices and the impact of those practices—especially TV advertising—on consumers. FTC is interested in comments about (1) advertising addressed to children; (2) whether TV commercials unfairly exploit desires, fears, anxieties; (3) whether technical aspects of preparing and producing TV commercials facilitate deception; (4) consumers' physical, emotional and psychological responses to advertising. (For details, see *Federal Register*, Aug. 25, page 16698, & Sept. 28, page 19100.)

Write to Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C. 20580.

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